



Celebrating Twenty Years

Downtown Revitalization Training Institute

May 2-4, 2006
Port Angeles, Washington

Information

About the Institute: This exciting training opportunity brings together outstanding specialists in the field of downtown revitalization. Participants learn about the Main Street Approach™ to downtown revitalization with sessions for the novice and experienced alike. A variety of topics within the areas of organization, promotion, design, and economic development are covered. The format includes walking tours, lectures, workshops, and networking time. Come help us celebrate our twentieth year in offering this very special, one-of-a-kind conference!

Who Should Attend: Staff and volunteers of organizations focusing on downtown economic development, downtown business and property owners, government leaders, and others with an interest in the future of downtown will benefit from attending this conference.

Registration: Fees are described on the registration form. Tier System members must register by April 12 to take advantage of the special rate. For a copy of the current Tier System Network list, go to: www.downtown.wa.gov.

Our Host Community: Port Angeles, nestled between the Olympic Mountains and the Strait of Juan de Fuca, is a hub for Olympic Peninsula recreation and exploration. It is also a launching point for ferries to Victoria, B.C. Downtown prides itself on exciting restaurants, shops of all kinds, and amazing historic sites.

Highlights

Opening Night Reception: Join your counterparts from around the state on the beautiful City Pier for this early evening social gathering sponsored by the Port Angeles Downtown Association.

Keynote Address: Promoting teamwork and creating a culture for success is critical for any organization's success. Join writer and performer, Bill Stainton as he presents a top of the charts keynote presentation titled "The 5 Best Decisions The Beatles Ever Made... And Why You Should Make Them Too!" Why focus on The Beatles? Because they created a success story that still generates millions of dollars a year! Mr. Stainton has won 29 Emmy Awards and 12 International Iris Awards for his work on the long-running Seattle television comedy program, *Almost Live!* He has also worked with a long list of luminaries including Jerry Seinfeld, Ellen DeGeneres, Larry King, Lily Tomlin, and Jay Leno. Bottom line is this presentation will help you and your team discover success by using the "4 C's" – clarity, cooperation, cohesiveness, and fun (okay, so the C is silent).

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Preliminary Program

Tuesday, May 2

1:30 pm	Registration begins
3:00-4:30 pm	Opening Remarks and Welcome, Keynote Address featuring Bill Stainton, "The Five Best Decisions The Beatles Ever Made... And Why You Should Make Them Too!"
5:00 pm	Opening Night Reception

Wednesday, May 3

8:30-10:00 am	<ul style="list-style-type: none">• Strategies and Tactics for Business Success• Volunteerism Across the Life-Span• The Main Street Approach™ to Downtown Revitalization• Tour: Integrating Art into Downtown
10:30-Noon	<ul style="list-style-type: none">• Retail Realities and Trends• Styles on Main Street: The Changing Look of Architecture• Funding Basics for Downtown Organizations• Tour: Development Projects in the Public Realm
1:30-3:00 pm	<ul style="list-style-type: none">• Making Mixed-Use Development Projects Pencil• The Fundamentals of Building Design and Renovation• Seven Steps to Exponentially Increase Your Volunteer Base• Tour: On Closer Inspection – Links to the Past
3:30-5:00 pm	<ul style="list-style-type: none">• Getting Past Market Analysis Paralysis• Event Sponsorship Tactics and Trends• Societal Trends Impacting Volunteers• Tour: Downtown Building Design
5:30-6:15 pm	Social Time
6:15 pm	Evening Banquet and Awards Program

Thursday, May 4

8:30-10:00 am	<ul style="list-style-type: none">• Promotions from the Trenches• Finding and Fostering Business Entrepreneurs• Capturing Media Coverage• Tour: Everything Old Is New Again!
10:30-Noon	<ul style="list-style-type: none">• Why It's More Important than Ever to Save Downtown• Apples, Airplanes, and Affordable Housing• The Nuts and Bolts of Planning Festivals and Events

Walking Tours: Explore Port Angeles' downtown business district for ideas to bring home and implement in your own community. Participants will have an opportunity to take various walking tours offered during the conference. On-site registration for the tours will be available at check-in on a "first to sign-up" basis. Please note the tours have filled up quickly in the past.

Awards Banquet: You won't want to miss this year's Excellence in Downtown Revitalization Awards program and banquet. This event celebrates and recognizes outstanding accomplishments in downtown revitalization throughout our state.

Major Sponsors:

- Washington State Department of Community, Trade and Economic Development
- Port Angeles Downtown Association
- City of Port Angeles

Logistics: A number of locations around downtown will serve as venues for various activities with educational sessions in meeting rooms at the Red Lion Hotel and nearby Landing Mall. Please come prepared to walk a short distance between facilities. Consider bringing an umbrella and wear comfortable shoes. Casual or casual business attire is recommended for the entire conference.

Special Needs: Conference sites are fully accessible. Sign language interpreters and materials in alternate format are available. Please call the Washington State Main Street Program at 360-725-4056 at least two weeks in advance to request special accommodations.

Lodging: While there are many lodging options in the area, arrangements have been made with the Red Lion Hotel in the heart of downtown Port Angeles to offer special rates to conference participants. These special rates will be available through April 18th on a space available basis. Call now to reserve your room!

Red Lion Hotel
221 N. Lincoln, 98362
1-800-RED-LION or 360-452-9215
Traditional: \$79
Waterview: \$99

20th Annual
Downtown Revitalization
Training Institute
May 2-4, 2006
Port Angeles, Washington



Registration Form

YES! I would like to register for the 20th Annual
Downtown Revitalization Training Institute.

name

organization

address

city, state, zip

phone

fax

e-mail address

Registration Fees:

Tier System Member Special Rate
(must be received by April 12):

☐ Conference and banquet – \$125

Regular Rate

(after April 12 and for non-Tier System Members)

☐ Conference and banquet – \$150

☐ Banquet only (not attending conference) – \$25

Banquet Meal Options (please check one):

☐ Prime Rib

☐ Baked Halibut

☐ Other, special dietary needs: _____

Method of Payment:

☐ Check # _____ (Make check payable to CTED.)

☐ Purchase Order # _____

Please note we are not able to take credit cards.

Total Amount Enclosed \$ _____

Mail Registration and Payment to:

Washington State Main Street Program, CTED

PO Box 42525

Olympia, WA 98504-2525

Telephone: 360-725-4056

Please photocopy for multiple registrations.

Reference #76101-7G3B